

Message Text

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TAGS: SCUL, RO

SUBJ: ROMANIAN MEDIA COVERAGE FOR DECEMBER 6 OF CEAUSESCU VISIT

REFS: A) BUCHAREST 4492, B) BUCHAREST 4477, C) BUCHAREST 4446

1. BOTH EVENING TV NEWSCASTS DECEMBER 6 CARRIED BEST FILM CLIP TO DATE. TEN-MINUTE FILM WELL-DONE WITH EXCELLENT PICTURE AND SOUND QUALITY. WASHINGTON VOICE-OVER HIGHLY PROFESSIONAL. ACTIVITIES INCLUDED: SIGNING OF STATEMENT OF PRINCIPLES AT WHITE HOUSE, MEETING AT CONGRESS, NATIONAL PRESS CLUB LUNCHEON, MRS. CEAUSESCU AT INSTITUTE OF AMERICAN CHEMISTS, MEETING WITH "HARRY" JACKSON, RIBICOFF, SCHULTZ, KENNEDY, AND CEAUSESCU RECEPTION IN HONOR OF PRESIDENT AND MRS. NIXON. IN CONVERSATION WITH EMBOFF'S DURING TRANSMISSION RECEPTION IN TV STUDIO, TV OFFICIALS EXPRESSED PLEASURE WITH QUALITY THIS TRANSMISSION. RANDOM SAMPLE BY EMBOFF OF "MEN-ON-STREET" INDICATES VISIT COVERAGE MAKING SIZEABLE IMPRESSION HERE AND OVERRIDING VIEW IS APPARENT SUCCESS OF CEAUSESCU TRIP TO THIS POINT.

2. EARLIER TV NEWSCASTS AT 1200 AND 1800 BOTH DEVOTED APPROXIMATELY FOUR MINUTES TO VISIT, WITH CHRONOLOGY OF EVENTS OF PREVIOUS DAY REPORTED.

3. DECEMBER 6 PRESS COVERAGE OF TRIP MOST EXTENSIVE THUS FAR. LUMEA MAGAZINE (PRESTIGIOUS FOREIGN AFFAIRS WEEKLY, CIRCULATION UNCLASSIFIED

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70,000) HEADLINED ITS DECEMBER 6 COVER WITH CEAUSESCU VISIT

AND DEVOTED FOUR PAGES (126 COLUMN INCHES) AND FOUR PHOTOGRAPHS TO SUBJECT. INCLUDED WAS A TWO-PAGE CHRONOLOGY OF HIGHLIGHTS IN U.S.-ROMANIAN RELATIONS BEGINNING WITH 1969 NIXON VISIT, (AMERICAN LIBRARY OPENING AND KEOGH VISIT AMONG FEATURED EVENTS).

4. ONLY ONE ARTICLE IN FIRST THREE AND HALF PAGES OF SCINTEIA NOT REPEAT NOT DEVOTED TO VISIT. TOTAL 486 OUT OF FIRST 566 COLUMN INCHES IN PAPER DEALT WITH TEXTS OF SPEECHES, STATEMENT OF PRINCIPLES, ECONOMIC AGREEMENT INTER ALIA. TOTAL OF SEVEN PHOTOS PUBLISHED, WITH 5-COLUMN BANNER HEADLINE OVER FIRST PAGE, AND 7-COLUMN BANNER HEADLINE OVER NEXT THREE PAGES.

5. SCINTEIA TINERETULUI GAVE 607 OUT OF 655 COLUMN INCHES IN ITS FIRST FOUR PAGES TO VISIT, WITH 8-COLUMN HEADLINE OVER EACH PAGE AND SIX PHOTOS INCLUDED IN TEXT. ALL ARTICLES SIMILAR TO OR SAME AS THOSE IN SCINTEIA.

6. ROMANIA LIBERA MIRRORED ITS SISTER NEWSPAPERS IN INTENSITY OF COVERAGE, GIVING 540 OUT OF ITS FIRST 648 COLUMN INCHES TO THE VISIT, WITH BANNER HEADLINES OVER EACH PAGE AND SIX PHOTOS SPACED THROUGHOUT TEXT.

7. EVEN SPORTUL, DAILY SPORTS NEWSPAPER, GAVE TOP FRONT-PAGE BILLING TO VISIT, DEVOTING 27 COLUMN INCHES TO A SUMMARY OF MAJOR DEVELOPMENTS.

8. CONTINUING COVERAGE PREVIOUSLY REPORTED, RADIO GAVE APPROXIMATELY TWO MINUTES TO VISIT IN EACH HOURLY 5-MINUTE NEWSCAST,

9. AS IS USUAL IN ROMANIA, EMPHASIS IN PRINTED MEDIA HAS BEEN PLACED ON DETAILING EVENTS OF VISIT AND REPRINTING TEXTS WITH LACK OF ANALYSIS. AMOUNT OF COVERAGE ALONE, HOWEVER, UNUSUAL AND SUGGESTS IMPORTANCE GOR ATTACHES TO THE TRIP ITSELF AND TO FAVORABLE LOCAL PERCEPTION OF SAME. REGARDLESS OF SUBSTANTIVE OUTCOME, COVERAGE OF TRIP APPEARS TO BE SIZEABLE PUBLIC AFFAIRS PLUS FOR U.S. INTERESTS HERE AND CERTAINLY SAME FOR CEAUSESCU'S INTERNATIONALIST POLICIES.

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10. NO DIRECT ANNOUNCEMENT OF SHORTENED VISIT HAS BEEN MADE TO DATE. MORNING PRESS OF DECEMBER 7 - REPEAT DECEMBER 7 - CARRIES TEXT OF PRESS CLUB INTERVIEW, HOWEVER, IN WHICH QUESTIONER REFERRED TO SCHEDULE CHANGE.
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